

Client: NRSC 2012
 Product:
 Campaign: TV: 10/31-11/6/12

Station Order

Strategic Media Services, I
 3299 K Street, N
 Washington, DC 200
 202-337-57

Rev #: 0
 Flight From: 10/31/2012 to 11/06/2012

Buyer Name: Stephen Szos
 Sweeps: Share Nov 2011 -> HUT/PUT Nov

Estimate No.:
 Contract No.:
 Job No.:

Actg. Order No.: 2
 WS Order No.: 68
 Contract N

Market: WASHINGTON, DC (HAGRSTWN)
 Station: WJLA
 Station Contact: Barbara Monares

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross		Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	Total Spots
				Rate/ Total									
1	MTWRF-- 05:00A-06:00A	EM 30	GOOD-WSH 5.00A	\$500.00 \$3,500.00		1	1	1			2	2	7
2	MTWRF-- 06:00A-07:00A	EM 30	GOOD-WASH 600A	\$900.00 \$6,300.00		1	1	1			2	2	7
3	MTWRF-- 07:00A-09:00A	EM 30	GD MRN AMR-ABC	\$1,200.00 \$8,400.00		1	1	1			2	2	7
4	MTWRF-- 04:30A-05:00A	EM 30	GOOD WASH 430A	\$150.00 \$750.00		1	1	1			1	1	5
5	--S- 07:00A-08:00A	EM 30	GD MRN-SAT-ABC	\$500.00 \$1,000.00					2				2
6	--Su 07:00A-07:30A	EM 30	WALL ST JRNAL	\$150.00 \$150.00						1			1
7	--Su 10:00A-11:00A	EM 30	THIS WEEK-ABC	\$18,000.00 \$18,000.00						1			1
8	MTWRF-- 09:00A-10:00A	DT 30	REGIS&KELLY	\$600.00 \$4,200.00		1	1	1			2	2	7
9	MTWRF-- 10:00A-11:00A	DT 30	RACHAEL RAY	\$500.00 \$2,500.00		1	1	1			1	1	5
10	MTWRF-- 11:00A-12:00P	DT 30	VIEW-ABC	\$1,200.00 \$6,000.00		1	1	1			1	1	5
11	MTWRF-- 12:00P-12:30P	DT 30	ABC7 NWS AT 12	\$1,000.00 \$5,000.00		1	1	1			1	1	5
12	MTWRF-- 12:30P-01:00P	DT 30	MILLIONAIRE	\$550.00 \$2,750.00		1	1	1			1	1	5
13	MTWRF-- 01:00P-02:00P	DT 30	CHEW-ABC	\$700.00 \$2,800.00		1		1			1	1	4
14	MTWRF-- 02:00P-03:00P	EF 30	REVOLUTION	\$700.00 \$1,400.00			1				1		2
15	MTWRF-- 03:00P-04:00P	EF 30	ANDERSON	\$1,000.00 \$6,000.00		2	1	2			1		6
16	MTWRF-- 04:00P-05:00P	EF 30	KATIE	\$1,200.00 \$7,200.00		1	2	1			2		6
17	--S- 04:00P-06:00P	SP 30	ESPN SPTS SAT	\$750.00 \$750.00					1				1
18	MTWRF-- 05:00P-06:00P	EF 30	ABC7 NWS AT 5	\$1,200.00 \$9,600.00		2	2	2			2		8
19	MTWRF-- 06:00P-06:30P	EN 30	ABC7 NWS AT 6	\$1,500.00 \$6,000.00		1	1	1			1		4
20	MTWRF-- 06:27P-06:30P	EN 30	WORLD NEWS I	\$3,000.00 \$6,000.00		1		1					2
21	MTWRF-- 06:57P-07:00P	EN 30	WORLD NEWS II	\$4,000.00 \$8,000.00			1				1		2
22	--SSu 06:00P-07:00P	EN 30	NEWS WEEKEND	\$1,200.00 \$1,200.00					1				1
23	MTWRF-- 07:00P-07:30P	PA 30	WHEEL-FORTUNE	\$3,000.00 \$12,000.00		1	1	1			1		4
24	MTWRF--	PA	JEOPARDY	\$4,000.00		1	1	1			1		4

Date: 04/11/2012

Advertiser: NRSC 2012
 Campaign: TV: 10/31-11/6/12

Station Order
 WASHINGTON, DC (HAGRSTWN) - TV

Station: WJLA

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	Total Spots
				Rate/ Total								
25	07:30P-08:00P ----S-	30 PA	WHEEL-FORTNE W	\$16,000.00 \$1,200.00	.	.	.	1	.	.	.	1
26	07:00P-07:30P ----S-	30 PA	JEOPARDY-WKND	\$1,200.00 \$1,200.00	.	.	.	1	.	.	.	1
27	07:30P-08:00P M----	30 PT	DANCING STARS	\$1,200.00 \$14,000.00	1	.	1
28	08:00P-10:00P -W----	30 PT	DRAMA	\$7,500.00 \$7,500.00	1	1
29	10:00P-11:00P ---F--	30 PT	20/20-FRI-ABC	\$6,000.00 \$6,000.00	.	.	1	1
30	10:00P-11:00P ----S-	30 SP	ABC COL FOOTBL	\$5,000.00 \$5,000.00	.	.	.	1	.	.	.	1
31	03:30P-07:00P MTWRF--	30 LN	ABC7 NWS AT 11	\$2,200.00 \$8,800.00	1	1	1	.	.	1	.	4
32	11:00P-11:30P MTWRF--	30 LF	ABC-NITELINE	\$1,200.00 \$2,400.00	.	1	.	.	.	1	.	2
33	11:30P-12:00A ----Su	30 LN	ABC7 NWS SUN	\$1,500.00 \$1,500.00	1	.	.	1
				\$183,100.00	21	21	21	6	4	27	14	114

Month	Spots	Station Gross Dollars
Nov	114	\$183,100.00
	114	\$183,100.00

By: _____